INDEX

Business Horizons, Volume 20
(Nos. 1, 2, 3, 4, 5, and 6, 1976)

SUBJECTS

BEHAVIORAL SCIENCE

Strategic Control: The President's Paradox, 4, pp. 17-28

BUSINESS ECONOMICS

David Ricardo: His Times, Life and Work, 3, pp. 75-87

DISTRIBUTION MANAGEMENT

The Human Factor in Facilities Location Planning, 6, pp. 35-42
Views of Physical Distribution Managers, 2, pp. 82-86

FINANCE

Accounting for a Firm's Cost of Capital, 4, pp. 29-39
Capital Accumulation Through ESOPs: A Black Perspective, 5, pp. 23-30
Liquidity Improvement: A Management Approach, 5, pp. 54-60
The Rise and Fall of Ten Venture Groups, 5, pp. 32-41
A Systems Approach to Venture Initiation, 5, pp. 42-53

GENERAL MANAGEMENT

Administration of Industrial Technology, 5, pp. 4-10
American Industry Inches (Centimeters) Toward Metric, 6, pp. 59-61
The Challenge of Managing Under Social Uncertainty, 4, pp. 51-60
Common Syndromes of Business Failure, 6, pp. 43-53
Facing the Mid-Life Crisis, 6, pp. 5-13
The Growth of Co-Determination, 2, pp. 23-29
Management Practice and Research Poles Apart, 3, pp. 23-29
Mitbestimmung: Report on a Social Experiment, 1, pp. 5-14
Nine Steps in Management Development, 3, pp. 88-94
Reconciling Management Theory with Management Practice, 1, pp. 38-47
Success Among High-Technology Firms, 2, pp. 16-22
Tolstoy on Organization, 2, pp. 9-15

GOVERNMENT AND BUSINESS

Are Business Papers Safe from the Government? 3, pp. 57-60
President Carter and the Business Community, 1, pp. 15-19

INTERNATIONAL BUSINESS

Environmental Scanning for Corporate Planning, 4, pp. 61-71
The Future of Global Business Forecasting, 4, pp. 46-50
Japanese Management: Tradition Under Strain, 4, pp. 76-85
Long-Term Future of the Arab Oil States, 1, pp. 74-80
Managing Third-Country Nationals in Multinational Corporations, 5, pp. 83-88
Oil and the International Finance System, 2, pp. 69-73
Preparation for the Overseas Assignment, 3, pp. 61-67

LAW

The Insurer's Duty to Cancel in Good Faith, 5, pp. 72-74
Liability for the Seller of Used Goods: A New Frontier, 6, pp. 69-76
A Supreme Court Zoning Decision, 4, pp. 72-75

MARKETING

Extending the Product Life Cycle, 3, pp. 46-56
A Marketing Communications Model, 6, pp. 77-84
A New Approach to Market Segmentation, 1, pp. 61-73
A Professional's View of Hedging, 3, pp. 12-22
The Self-Concept in Buyer Behavior, 5, pp. 65-71
Was Consumer Satisfaction a Pig in a Poke? 2, pp. 87-94

PERSONNEL MANAGEMENT

Effective Negotiation, 5, pp. 20-22
Executives Should Be Seen and Heard, 2, pp. 5-8
Gray Power: Next Challenge to Business? 2, pp. 38-45

Look It Up—Or Can You? A Proposal for a Management Communications Index, 2, pp. 61-68
People Are Systems, Too: Filling the Feedback Vacuum, 6, pp. 54-58
Playing Favorites in Large Organizations, 3, pp. 68-74

PUBLIC POLICY

Business and the New Egalitarianism, 3, pp. 5-11
The Business Response to Public Distrust, 2, pp. 74-81
Complying with Proposed Regulations: Estimating Industry's Costs, 4, pp. 86-91
A Critique of the Humphrey-Hawkins Bill, 1, pp. 20-24
Housing: A Crisis (Opposing Views), 2, pp. 47-53
Housing: No Crisis (Opposing Views), 2, pp. 54-60
The Legitimacy of the Business Corporation, 4, pp. 5-9
The Mix of Black Business: Implications for Growth, 6, pp. 62-68
Student Attitudes in the Late 1970s, 5, pp. 61-64
Technology Transfer: Encouraging the Noncorporate Inventor, 4, pp. 40-45
The Values of Younger Workers, 6, pp. 18-30
What Happened to Urban Renewal? 1, pp. 81-91

RESEARCH IN BUSINESS

Managing Morale Through Survey Feedback, 3, pp. 36-45
Research to Increase Sales of Existing Brands, 2, pp. 30-33

SOCIAL RESPONSIBILITY

Marketing and Social Responsibility, 5, pp. 75-82
The Meaning of Ethics in Business, 6, pp. 31-34
The Phenomenon of International Bribery, 1, pp. 25-37

WOMEN

Readying the Sexes for Women in Management, 3, pp. 30-35

MISCELLANEOUS

Big Money in the Worm Trade, 4, pp. 10-16
Changing from a "What" to a "Who," 6, pp. 14-17
Dutch Auction Pricing, 5, pp. 11-19
The Fall and Rise of Harold Ottmann, 2, pp. 34-37
The Future of Food Retailing: The Kroger Viewpoint, 1, pp. 48-60

AUTHORS

Adam, Everett E., 6, pp. 35-42
Agthe, Klaus E., 1, pp. 5-14
Al-Dukheil, Abdulaziz M., 2, pp. 69-73
Anderson, Ronald D., 2, pp. 82-86
Bales, Carter F., 4, pp. 17-28
Blue, Jeffrey L., 3, pp. 61-67
Brown, Thomas L., 5, pp. 65-71
Bruno, Albert V., 2, pp. 16-22
Burke, Ronald J., 3, pp. 30-35
Byron, William J., 6, pp. 31-34
Cherrington, David, 6, pp. 18-30
Clarke, Thomas Hal, 1, pp. 15-19
Constantin, James A., 2, pp. 82-86
Cooper, Arnold C., 2, pp. 16-22
Cort, Stanton G., 1, pp. 48-60
Cowen, Scott S., 4, pp. 29-39
Dalton, Gene W., 3, pp. 5-11
Dodd, William E., 3, pp. 36-45
Dunn, Dan T., Jr., 5, pp. 32-41
Ebert, Ronald J., 6, pp. 35-42
Engledow, Jack L., 2, pp. 87-94
English, Jon, 3, pp. 88-94
Enis, Ben M., 3, pp. 46-56
Ettkin, Lawrence, 6, pp. 59-61
Evans, Daniel F., 6, pp. 14-17
Fahey, Liam, 4, pp. 61-71
Farmer, Jean F., 4, pp. 10-16
Farmer, Richard N., 1, pp. 74-80
Fisher, John E., 3, pp. 68-74
Fox, William M., 4, pp. 76-85
Gelb, Betsy D., 2, pp. 38-45
Green, Paul E., 1, pp. 61-73
Gross, Charles W., 5, pp. 75-82
Grossack, Irvin M., 3, pp. 75-87
Hakala, Neil V., 5, pp. 4-10
Harari, Ehud, 5, pp. 83-88
Hastings, Robert E., 2, pp. 34-37
Haynes, Ulric, Jr., 3, pp. 61-67
Herbaly, David L., 5, pp. 61-64
Hill, James W., 2, pp. 61-68
Hill, Norman C., 3, pp. 5-11
Holmes, Sandra L., 2, pp. 5-8
Jaffee, Bruce L., 1, pp. 81-91
Jensen, Tamila C., 4, pp. 72-75
Jerman, Roger E., 2, pp. 82-86
Jones, Reginald H., 4, pp. 5-9
Kaikati, Jack G., 1, pp. 25-37
Kamm, Robert F., 4, pp. 86-91
Kassem, M. Sami, 2, pp. 9-15
Keaton, Paul, 6, pp. 59-61
King, William R., 4, pp. 61-71
Kizilbash, A. H., 6, pp. 77-84
Kreitner, Robert, 6, pp. 54-58
La Garce, Raymond, 3, pp. 46-56
McGill, Michael E., 6, pp. 5-13
Maile, C. A., 6, pp. 77-84
Mallor, Jane, 3, pp. 57-60
Mallor, Jane, 5, pp. 72-74
Marchione, Anthony R., 3, pp. 88-94
Marshall, Richard D., 2, pp. 47-53
Metzger, Michael B., 6, pp. 69-76
Miller, Danny, 6, pp. 43-53
Nagy, Stephen F., 4, pp. 86-91
Nelson, Robert E., Jr., 5, pp. 54-60
Nemec, Joseph, Jr., 4, pp. 86-91
O'Brien, Terrence V., 5, pp. 65-71
O'Neill, Michael F., 4, pp. 40-45
Osgood, William R., 5, pp. 42-53
Parrott, Robert B., 3, pp. 12-22
Pesci, Michael L., 3, pp. 36-45
Pfister, Richard L., 2, pp. 54-60
Post, James E., 4, pp. 51-60
Prasad, S. Benjamin, 2, pp. 23-29
Prell, Arthur E., 3, pp. 46-56
Robbins, Stephen P., 1, pp. 38-47
Ryan, William G., 3, pp. 23-29
Saulnier, Raymond J., 1, pp. 20-24
Schill, Ronald L., 5, pp. 11-19
Steiner, John F., 2, pp. 74-81
Strang, William A., 6, pp. 62-68
Tapia, Humberto S., 5, pp. 65-71
Tauber, Edward M., 2, pp. 30-33
Udell, Gerald G., 4, pp. 40-45
van Dam, André, 4, pp. 46-50
Verma, Harish L., 5, pp. 75-82
Wall, James A., 5, pp. 20-22
Wassink, Darwin, 2, pp. 69-73
Weir, Tamara, 3, pp. 30-35
Wetzel, William E., Jr., 5, pp. 42-53
Whittaker, Gerald F., 5, pp. 23-30
Zeira, Yoram, 5, pp. 83-88